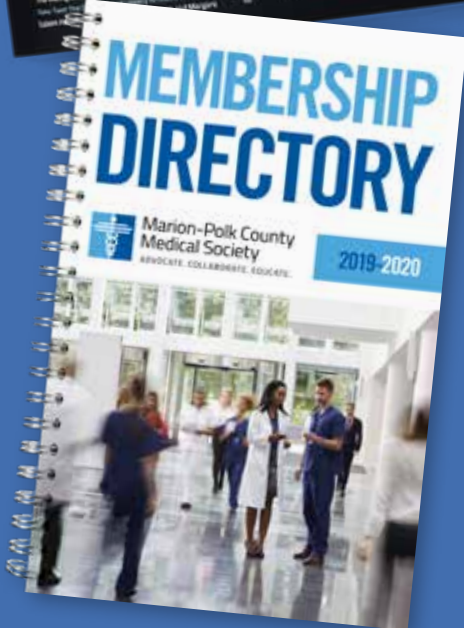




# ADVERTISING & SPONSORSHIP OPPORTUNITIES



The Marion-Polk County Medical Society has a long history of partnering with the community, 150 years to be exact! 2020 will mark our 150<sup>th</sup> anniversary. We have the honor of being the very first medical society in the state of Oregon, and our original journal (now known as ChartNotes) was the first medical journal in the state. Part of this illustrious history is at least four decades of experience helping local businesses reach our unique, targeted audience of local medical professionals. We are, undoubtedly, in the business of connecting people and building relationships, both internally and externally. Let us help you get connected! We offer a variety of opportunities for you to connect with your most valuable customers:

- **ChartNotes** is an award-winning quarterly print publication focused on investigative reporting of local medical issues, in-depth interviews, medical history and member profiles. We do our best to deliver what is important to our members, both professionally and personally. With distribution to approximately **700** local medical professionals, hospital and clinic administrators, community leaders and elected officials we offer the most effective and affordable way to get your message in front of the right people.
- The **Annual Membership Directory & Resource Guide** is an exclusive and handy guide just the right size to sit on the desks of clinic administrators and providers alike, offering your business the chance to stay in front of our members all year long.
- **Event Sponsorships:** Even today, face to face interactions remain a critical aspect of building strong relationships and successful business partnerships. Through sponsorship of our member events, we offer several opportunities throughout the year for you to connect with our members in person.

With a variety of touch points, we offer businesses (and budgets) of all sizes a unique opportunity to get their message in front of a local targeted, relevant audience. We are very grateful to all our business partners, as your support is critical to our own organizational success and sustainability. We are committed to your success and will work diligently to advocate for and advance the relationships most important to your business. Thank you for partnering with us!



# CHARTNOTES ADVERTISING

*All ads are full color. Provide a PDF with a minimum 300 dpi resolution.*

Full Page  
7.5x10

Half Page  
Horizontal  
7.5x4.75

Half Page  
Vertical  
3.625x10

1/3 Page  
2.5x10

2/3 Page  
5x10

Business  
Card Size

1/4 Page  
3.625x4.75

## SPECIFICATIONS

- Full Page    1/2 Page Horizontal    1/2 Page Vertical  
 2/3 Page Vertical    1/3 Page Vertical    1/4 Page Vertical    Business Card Size

## PUBLICATION SELECTION

- 1st Quarter    2nd Quarter    3rd Quarter    4th Quarter

| Space (per issue rates)           | Frequency                      |                                 |                                 |                                 |
|-----------------------------------|--------------------------------|---------------------------------|---------------------------------|---------------------------------|
|                                   | 4X                             | 3X                              | 2X                              | 1X                              |
| <b>Premium</b>                    |                                |                                 |                                 |                                 |
| Inside Front Cover (IFC)          | <input type="checkbox"/> \$950 | <input type="checkbox"/> \$1060 | <input type="checkbox"/> \$1190 | <input type="checkbox"/> \$1330 |
| Inside Back Cover (IBC)           | <input type="checkbox"/> \$925 | <input type="checkbox"/> \$1025 | <input type="checkbox"/> \$1160 | <input type="checkbox"/> \$1295 |
| Outside Back Cover (OBC)          | <input type="checkbox"/> \$995 | <input type="checkbox"/> \$1120 | <input type="checkbox"/> \$1250 | <input type="checkbox"/> \$1395 |
| <b>Run of Press</b>               |                                |                                 |                                 |                                 |
| Full Page (FP)                    | <input type="checkbox"/> \$865 | <input type="checkbox"/> \$965  | <input type="checkbox"/> \$1080 | <input type="checkbox"/> \$1215 |
| 1/2 Page (Horizontal or Vertical) | <input type="checkbox"/> \$635 | <input type="checkbox"/> \$710  | <input type="checkbox"/> \$790  | <input type="checkbox"/> \$895  |
| 2/3 Page Vertical (2/3pV)         | <input type="checkbox"/> \$700 | <input type="checkbox"/> \$750  | <input type="checkbox"/> \$835  | <input type="checkbox"/> \$935  |
| 1/3 Page Vertical (1/3pV)         | <input type="checkbox"/> \$370 | <input type="checkbox"/> \$410  | <input type="checkbox"/> \$460  | <input type="checkbox"/> \$515  |
| 1/4 Page Vertical (1/4pV)         | <input type="checkbox"/> \$290 | <input type="checkbox"/> \$325  | <input type="checkbox"/> \$360  | <input type="checkbox"/> \$405  |
| Business Card Size                | <input type="checkbox"/> \$175 | <input type="checkbox"/> \$200  | <input type="checkbox"/> \$225  | <input type="checkbox"/> \$225  |

*Guaranteed positioning add 15% to above rates.*

## Pre-Printed Inserts (per issue rates)

**Advertiser Supplied** Single sheet, 8.5x11    \$305

**CHARTNOTES Printed** (8.5x11)  
 4CP on Premium 28lb Bright White    \$445  
**Double Side Printing - Add 40% to above rate.**

## Deadlines & Publishing Dates

Space reservation contract and electronic ad files provided to MPCMS are due by the following dates:

- Q1: January 31, Ad Copy Due**  
**March 8, Publication Date (Estimated)**  
**Q2: April 30, June 7,**  
**Q3: July 31, September 6,**  
**Q4: October 31, December 6,**

For inquiries and ad file submission, please email: [info@mpmedsociety.org](mailto:info@mpmedsociety.org)

## SPACE REQUEST

Space Rate                    \$ \_\_\_\_\_  
 Number of Issues            x \_\_\_\_\_

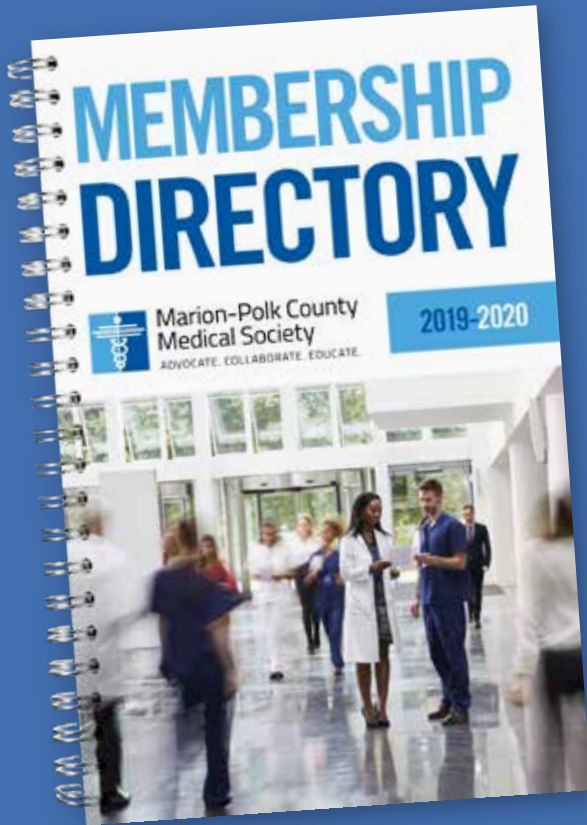
**CHARTNOTES ADS & INSERTS TOTAL** \$ \_\_\_\_\_

All ad space requests must be approved as space is limited. Please send all inquiries to [info@mpmedsociety.org](mailto:info@mpmedsociety.org)



# ANNUAL MEMBERSHIP DIRECTORY ADVERTISING

All ads are full color. Provide a PDF with a minimum 300 dpi resolution.



## SPECIFICATIONS

(Finished ad sizes. Page size is 5.5" x 8.5".)

### ROP

- Full Page (5" w x 8" h) . . . . . \$1,525
- Half Page (5" w x 4" h) . . . . . \$1,273
- 1/4 Page (5" w x 2" h) . . . . . \$995

### PREMIUM POSITIONS

- Inside Front Cover or Back Cover (5" w x 8" h) . . . \$2,434
- Facing Front or Facing Back Cover (5" w x 8" h) . . \$1,922
- 2-Page Spread (11" w x 8" h) . . . . . \$2,015

## Deadlines & Publishing Dates

Space reservation contract & electronic ad files due May 31st.

**TARGET PUBLICATION DATE:** Fall, Yearly

All ad space requests must be approved, as space is limited.

For inquiries and ad file submission, please email: [info@mpmedsociety.org](mailto:info@mpmedsociety.org)

## RATES AND SPECIFICATIONS

|  |  |   |   |
|--|--|---|---|
| <b>FULL PAGE</b><br><br>5" x 8"<br>\$1,525 | <b>HALF PAGE</b><br><br>5" x 4"<br>\$1,273 | <b>QUARTER PAGE</b><br><br>5" x 2"<br>\$995 | <b>TWO PAGE SPREAD</b><br><br>11" x 8"<br>\$2,015 |
|--|--|---|---|

## SPACE REQUEST

\$ \_\_\_\_\_ Space Rate

You will receive 1 copy of the directory with your advertising order, any additional copies will be at an additional cost of \$30 each

Number of additional directories \_\_\_\_\_ x \$30 = \$ \_\_\_\_\_

**DIRECTORY ADVERTISING TOTAL** \$ \_\_\_\_\_



# EVENT SPONSORSHIP OPPORTUNITIES

## Winter Membership Dinner

Typically held the 4th or 5th Thursday in January, this hosted evening event includes dinner for our members and their guests, door prizes, featured speakers on a variety of topics, and a chance to mingle with community leaders in a relaxed social atmosphere.

## Spring Membership Dinner

Typically held the 4th Thursday in May, this hosted evening event includes dinner for our members and their guests, door prizes, featured speakers on a variety of topics, and a chance to mingle with community leaders in a relaxed social atmosphere.

## New Provider Celebration

This hosted annual social celebrates member and non-member providers (MD, DO, DPM, PA & APN) in Marion and Polk counties who are either new to practice or to membership within the last three years. All area providers are invited to join us in celebrating and welcoming those new to our community with a fun evening filled with great food, wine pairings and live music.

## Annual Holiday Riverfront Carousel

Started in 2001, this hosted annual event has become a December tradition at the beautiful Salem Riverfront Carousel. Members and their families relax and enjoy a festive evening of unlimited carousel rides, treats and hot co-coa. Discounts are available in the gift shop to all who attend, and Santa always puts in an appearance. Fun for all ages! Held the first Sunday of December from 6-8 pm.



### Sponsorships Include:

A 6' table to display your business, participation in the event for 2, recognition at the event, in Chart Notes and in our electronic communications.

Email [info@mpmedsociety.org](mailto:info@mpmedsociety.org) for specific dates.

- Winter Membership Dinner      **\$630.00**
- Spring Membership Dinner      **\$630.00**
- New Provider Celebration      **\$475.00**
- Holiday Riverfront Carousel      **\$350.00**

EVENT TOTAL \$ \_\_\_\_\_



# ADVERTISING AGREEMENT

Send high resolution PDF ad files to: [info@mpcmsociety.org](mailto:info@mpcmsociety.org)

### Deadlines:

It is the customers responsibility to submit ad copy by the posted deadlines; MPCMS bears no responsibility for sending reminders.

### Short-Rate Billing:

In the event of any contract cancellation, advertiser agrees to pay the difference between the contracted rate/issue and frequency rate/issue actually earned.

### Payment

All charges are due and payable within 30 days of billing date.

### Payment Terms & Conditions

Advertisers will be billed for charges incurred in preparation of material for publication. Advertisers are responsible for proofing their ad in all cases. MPCMS is not responsible for errors in advertisements. Publisher's liability shall not exceed the value of the advertising space reserved. MPCMS reserves the right to refuse ad copy submitted for publication. Advertisements withdrawn after deadline will be billed as contracted.

### CLIENT INFORMATION

COMPANY \_\_\_\_\_  
CONTACT \_\_\_\_\_  
BILLING ADDRESS \_\_\_\_\_  
CITY/STATE/ZIP \_\_\_\_\_  
PHONE # \_\_\_\_\_ FAX # \_\_\_\_\_  
E-MAIL \_\_\_\_\_

### AUTHORIZATION

Please invoice me  Quarterly  Annually

SIGNATURE \_\_\_\_\_  
TITLE \_\_\_\_\_  
DATE \_\_\_\_\_

- CHARTNOTES ADS AND INSERTS TOTAL \$ \_\_\_\_\_
- DIRECTORY ADVERTISING TOTAL \$ \_\_\_\_\_
- EVENT SPONSORSHIP TOTAL \$ \_\_\_\_\_

**ADVERTISING & SPONSORSHIP TOTAL** \$ \_\_\_\_\_

### PAYMENT INFORMATION

VISA  MasterCard  AmEx  Discover  Invoice  Check

NAME ON CARD \_\_\_\_\_

CARD # \_\_\_\_\_

EXP DATE \_\_\_\_\_ CVC # \_\_\_\_\_

SIGNATURE \_\_\_\_\_

**Please make checks payable to Marion-Polk County Medical Society.**